

Advanced Podcasting Techniques

Brian Sailer

drsailer@gmail.com or bsailer@cnm.edu

<http://w3.cnm.edu/~bsailer>

Advanced Techniques

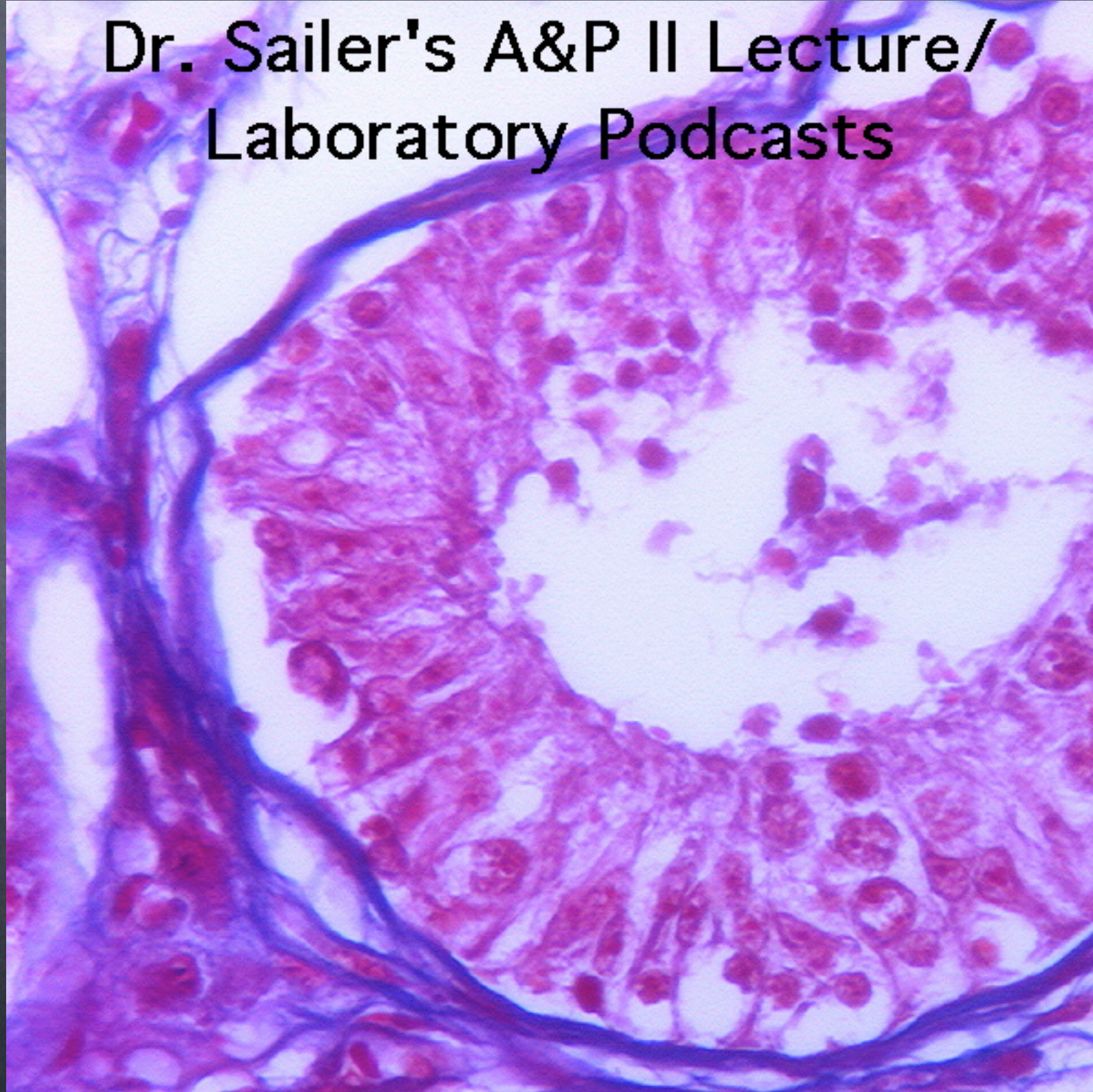
- Adding album art to episodes
- Editing ID3 tags for .mp3 file
- XML enclosures
 - Uploading pdf files
 - Uploading video files
- Editing Audio
- iTunes specific XML codes

Album Art

- Specific to each episode
 - Different from iTunes art
- Add through iTunes (Garageband)
- .jpg files
- Square – 300 x 300 or 600 x 600

Album Art

Dr. Sailer's A&P II Lecture/
Laboratory Podcasts



7/8/08 3:25 PM

Summary

Info

Video

Sorting

Options

Lyrics

Artwork

No Artwork
Available

7/8/08 3:25 PM (0:20)

Kind: MPEG audio file
Size: 159.5 KB
Bit Rate: 64 kbps
Sample Rate: 22.050 kHz
Date Modified: 7/8/08 3:27 PM
Play Count: 0
Last Played: Not available
Volume: -8.6 dB

Format: MPEG-2, Layer 3
Channels: Mono
ID3 Tag: v2.2
Encoded with: iTunes v7.6.2

Where: Macintosh HD:Users:Brian:Music:iTunes:iTunes Music:Unknown Artist:Unknown
Album:7_8_08 3_25 PM.mp3

Previous

Next

Cancel

OK

7/8/08 3:25 PM

Summary

Info

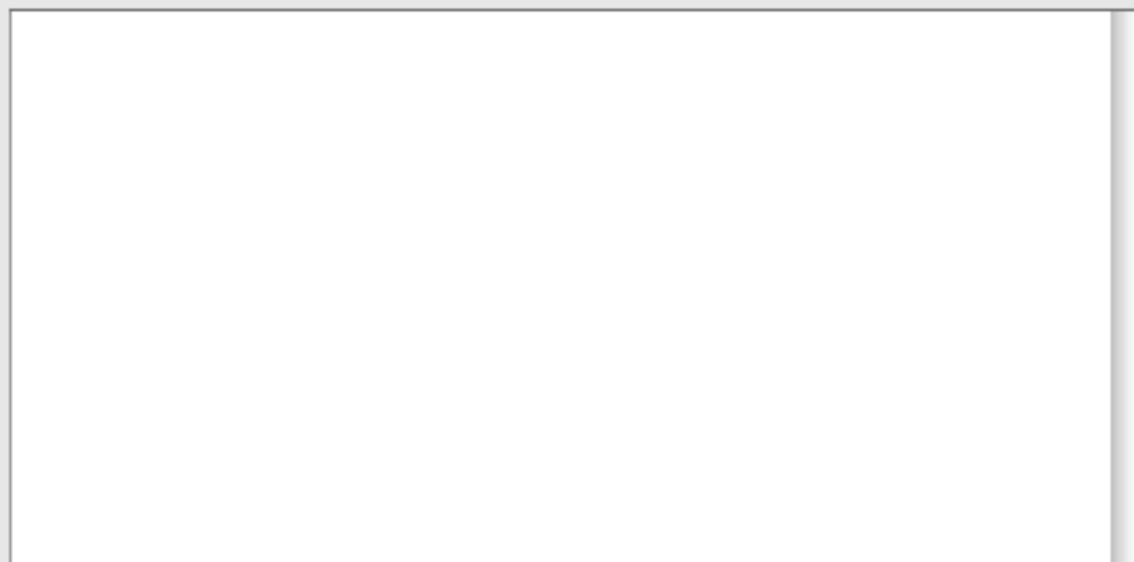
Video

Sorting

Options

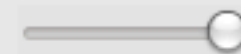
Lyrics

Artwork



Add...

Delete



Previous

Next

Cancel

OK

7/8/08 3:25 PM

Summary

Info

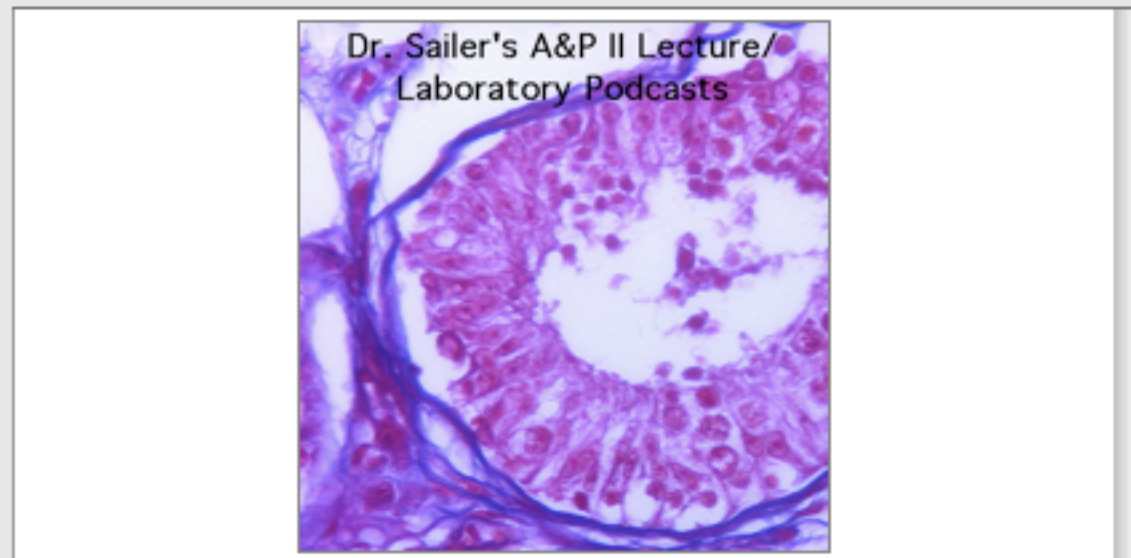
Video

Sorting

Options

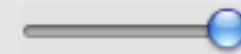
Lyrics

Artwork



Add...

Delete



Previous

Next

Cancel

OK

Editing ID3 Tags

- Metadata container – often used with mp3 files
 - Title, artist, album, track number, etc
 - Stored in .mp3 file
 - Album art
- Edit in iTunes (Audacity & Garageband)

7/8/08 3:25 PM

Summary

Info

Video

Sorting

Options

Lyrics

Artwork

No Artwork
Available

7/8/08 3:25 PM (0:20)

Kind: MPEG audio file
Size: 159.5 KB
Bit Rate: 64 kbps
Sample Rate: 22.050 kHz
Date Modified: 7/8/08 3:27 PM
Play Count: 0
Last Played: Not available
Volume: -8.6 dB

Format: MPEG-2, Layer 3
Channels: Mono
ID3 Tag: v2.2
Encoded with: iTunes v7.6.2

Where: Macintosh HD:Users:Brian:Music:iTunes:iTunes Music:Unknown Artist:Unknown
Album:7_8_08 3_25 PM.mp3

Previous

Next

Cancel

OK

7/8/08 3:25 PM

Summary

Info

Video

Sorting

Options

Lyrics

Artwork

Name

7/8/08 3:25 PM

Artist

Year

Album Artist

Track Number

of

Album

Disc Number

of

Grouping

BPM

Composer

Comments

Genre



☐ Part of a compilation

Previous

Next

Cancel

OK

7/8/08 3:25 PM

Summary

Info

Video

Sorting

Options

Lyrics

Artwork

Name

Sample Audio File

Artist

Brian Sailer

Year

2008

Album Artist

Brian Sailer

Track Number

of

Album

CNM Podcasting Courses

Disc Number

of

Grouping

BPM

Composer

Comments

Genre

Podcast



☐ Part of a compilation

Previous

Next

Cancel

OK

Beyond Audio

- Other supported file types
 - pdf files – portable document format
 - Video – many formats in iTunes
 - Smaller subset playable on iPod/iPhone
- Must have proper enclosure in xml file

PDF files

- Standard file type across all computer platforms
- Documents retain original formatting no matter where they are opened
- Relatively small size

Sample <item> for pdf File

<item>

<title>Title of pdf file</title>

<description>Description for pdf file</description>

<link>link to your website</link>

<enclosure url="full link to pdf file – note change in
type" type="application/pdf"/>

</item>

Real World Example

<item>

<title>Basic Podcasting Course 6/27/08 – Presentation Materials</title>

<description>Presentation materials – pdf file</description>

<link><http://w3.cnm.edu/~bsailer></link>

<enclosure url="<http://ia311309.us.archive.org/3/items/Bpodcasting/BasicPodcasting.pdf>" type="application/pdf"/>

</item>

Video Files

- iTunes can play variety of .mp4, .m4v & .mov formats
 - Apple TV, iPod & iPhone need more specific formats
- iPod/iPhone up to 640 x 480
- Apple TV up to 1280 x 720

Video Files

- Recommended – source is 640 wide
- iPod convertors in:
 - Compressor
 - Quicktime Pro
 - iTunes
- Maintain aspect ratio – create .m4v file with H.264 video

Video Files

iPod and iPhone can play the following video formats: (if not using methods on prior slide)

H.264 video, up to 1.5 Mbps, 640 x 480, 30 frames per sec., Low-Complexity version of the Baseline Profile with AAC-LC audio up to 160 kbps, 48 Khz, stereo audio in .m4v, .mp4, and .mov file formats

H.264 video, up to 768 kbps, 320 x 240, 30 frames per sec., Baseline Profile up to Level 1.3 with AAC-LC audio up to 160 kbps, 48 Khz, stereo audio in .m4v, .mp4, and .mov file formats

MPEG-4 video, up to 2.5 Mbps, 640 x 480, 30 frames per sec., Simple Profile with AAC-LC audio up to 160 kbps, 48 Khz, stereo audio in .m4v, .mp4, and .mov file formats

Sample <item> for .mp4 or .m4v Video

<item>

<title>Title of mp4 or m4v video</title>

<description>Description of mp4 or m4v video</
description>

<link>link to website or file/</link>

<enclosure url="full link to mp4 or m4v video – note
change in type" type="video/mp4"/>

</item>

Real World Example

```
<item>  
<title>Sample Video File</title>  
<description>Sample video file properly formatted for playback  
on an iPhone, video iPod, iPod classic, iPod Nano 3rd generation,  
or iPod Touch</description>  
<link>http://w3.cnm.edu/~bsailer/</link>  
<enclosure url="http://ia311315.us.archive.org/1/items/  
VideoSample\_713/Sample\_Video\_Clip.m4v" type="video/mp4"/>  
</item>
```


Sample <item> for .mov Video

<item>

<title>Title of mov video</title>

<description>Description of mov video</description>

<link>link to website or file/</link>

<enclosure url="full link to mov video - note change
in type" type="video/quicktime"/>

</item>

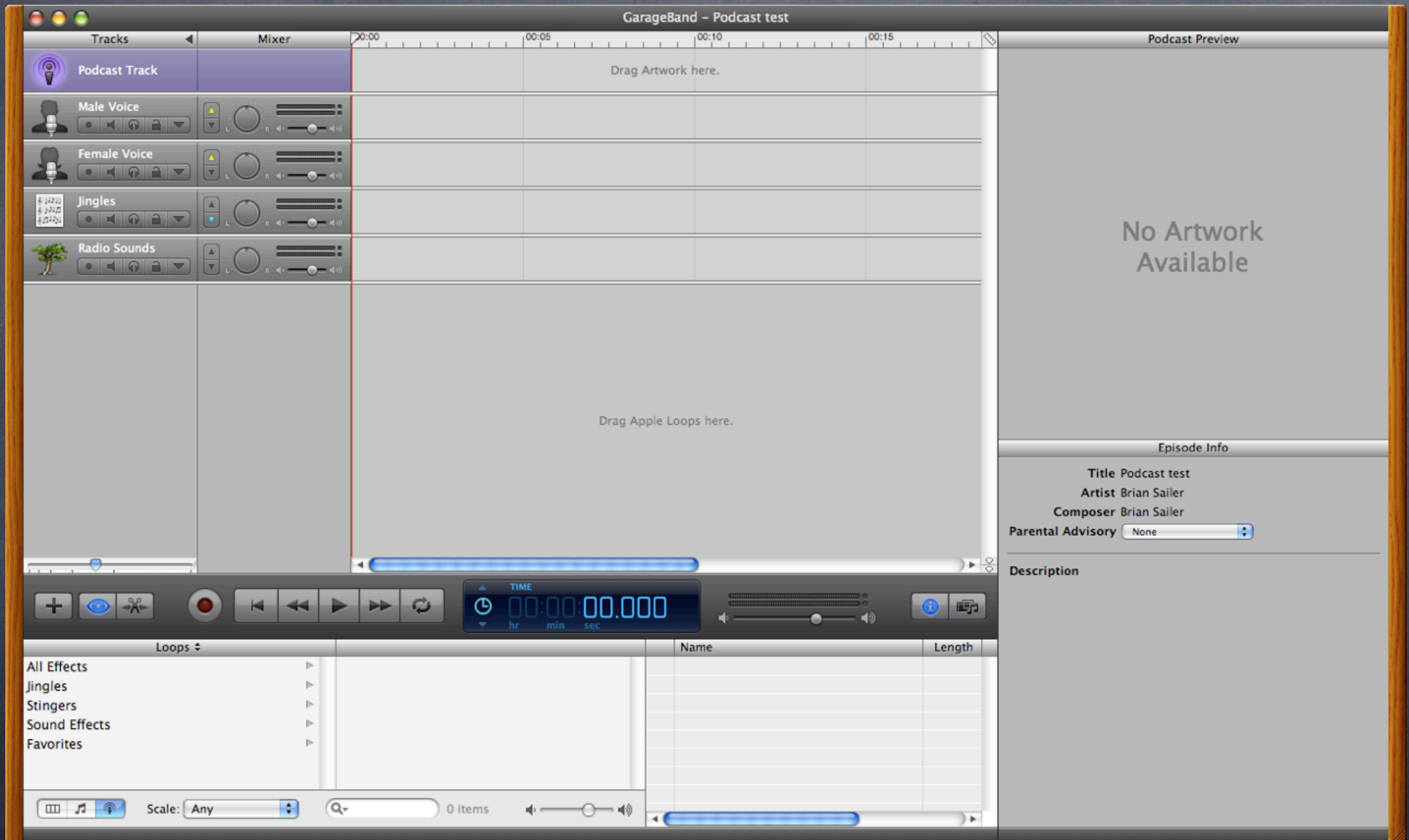
Audio Editing

- Remove distractions
- Change volume levels
- Add sound effects
- Combine audio files
- “Polish” podcast before upload

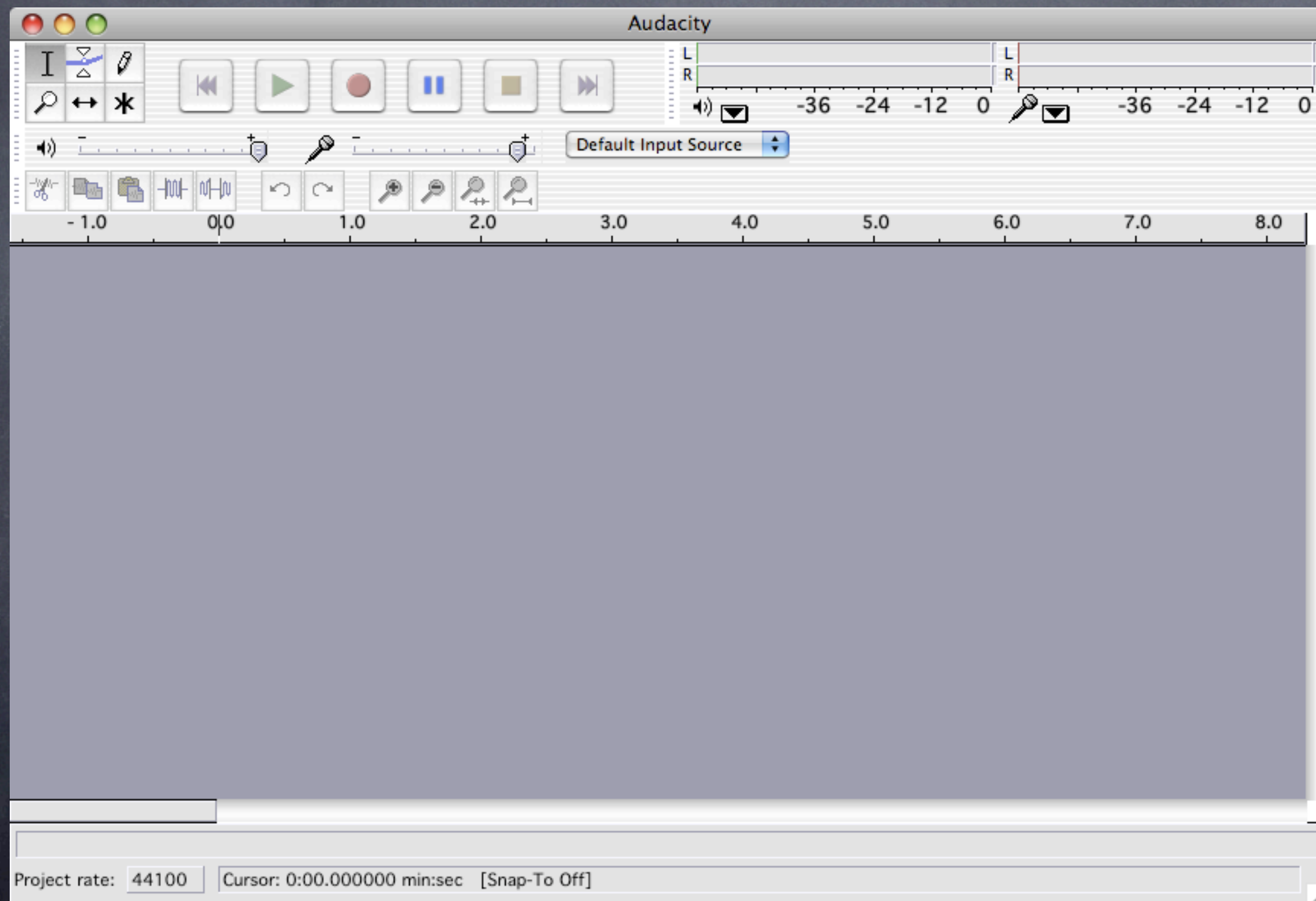
Audio Editing

- Garageband – Macintosh only
 - Free with new computer – part of iLife suite
 - Very easy to use and powerful
- Audacity – Macintosh or PC
 - Free – easy to lose – open source
 - Must search for audio loops

Garageband



Audacity



Other XML Tags

- Needed if podcast is offered in iTunes podcasting section
- Can create errors for a normal feed
- Web link will be provided

Questions



Links to Software & Services

- Apple iTunes

- <http://www.apple.com/itunes/>

- Internet Archive

- <http://www.archive.org/index.php>

- CNM w3 server account creation

- <http://www.cnm.edu/depts/cit/accounts/web/student.php>

Links to Software & Services

- SSH for Windows computers
 - <http://sshwindows.sourceforge.net/download/>
- Cyberduck for Macintosh Computers
 - <http://cyberduck.ch/>
- Dr. Sailer's Podcasting Page
 - <http://myweb.cableone.net/bsailer/podcasts.html>

Links to Software & Services

- Audacity – free for Mac & PC's
 - <http://audacity.sourceforge.net/>
- List of internet media types
 - http://en.wikipedia.org/wiki/Mime_type

Links to Software & Services

- iTunes information – tags, media file types

- <http://www.apple.com/itunes/store/podcaststechspecs.html>

- Apple Quicktime

- <http://www.apple.com/quicktime/>

Brian's Contact Information

- drsailer@gmail.com
- bsailer@cnm.edu
- AIM or YM: drsailer
- <http://w3.cnm.edu/~bsailer>
- 505-224-3636 x1892